



## ATLANTIC CITY TOURISM & SALES BARMETER

JUNE 2016 (vs. JUNE 2015)

### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended June 2016	Variance	Last 3-months ended June 2016	Variance	Last 12-months ended June 2016	Variance
Total Welcome Center Visitors	11,001	(0.8%) ↓	24,335	(27.7%) ↓	105,948	(25.3%) ↓
Total Room Nights	-	n/a n/a	-	n/a n/a	88	(78.5%) ↓
Room Night Economic Impact	\$0	n/a n/a	\$0	n/a n/a	\$51,744	(78.5%) ↓
Total Visitor Inquiries by Phone	913	(21.8%) ↓	2,615	5.7% ↗	11,471	7.2% ↗
Total Visitor Inquiries by eMail	1,153	506.8% ↑	3,042	609.1% ↑	12,620	115.3% ↑

#### WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended June 2016	Variance	Last 3-months ended June 2016	Variance	Last 12-months ended June 2016	Variance
Visits	256,928	(9.9%) ↓	638,954	(11.9%) ↓	2,493,196	(26.2%) ↓
Unique Visitors	210,341	(6.6%) ↓	526,931	(8.7%) ↓	2,015,603	(24.1%) ↓
New Visitors (%)	76.0%	7.0% ↗	76.6%	6.9% ↗	73.3%	4.4% ↗
New Visitors	195,265	(3.6%) ↓	489,593	(5.8%) ↓	1,826,558	(23.0%) ↓
Page Views	715,266	(21.8%) ↓	1,784,037	(22.2%) ↓	7,011,912	(30.3%) ↓
Online Visitor Guide Requests	1,079	6.6% ↗	2,968	(3.4%) ↓	11,484	(31.8%) ↓

#### CONVENTION SALES ACTIVITIES

	Month ended June 2016	Variance	Last 3-months ended June 2016	Variance	Last 12-months ended June 2016	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	5	0.0% =	13	(7.1%) ↓	74	(14.0%) ↓
No. of Room Nights	1,923	(37.9%) ↓	7,957	(28.8%) ↓	74,344	(21.5%) ↓
No. of Delegates	17,104	24.6% ↑	39,523	30.6% ↑	204,252	(14.2%) ↓
Delegate Spending	\$3,515,995	(44.1%) ↓	\$10,292,166	(34.3%) ↓	\$71,860,783	(39.3%) ↓
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	1	n/a n/a	4	300.0% ↑	12	20.0% ↑
No. of Room Nights	2,784	n/a n/a	3,204	(77.8%) ↓	5,194	(71.0%) ↓
No. of Delegates	12,000	n/a n/a	53,255	432.6% ↑	140,635	18.9% ↑
Delegate Spending	\$2,444,514	n/a n/a	\$10,968,981	920.4% ↑	\$22,189,365	72.1% ↑
<b>Total Convention Center Bookings</b>						
No. of Shows	6	20.0% ↑	17	13.3% ↑	86	(10.4%) ↓
No. of Room Nights	4,707	52.1% ↑	11,161	(56.4%) ↓	79,538	(29.4%) ↓
No. of Delegates	29,104	112.0% ↑	92,778	130.5% ↑	344,887	(3.3%) ↓
Delegate Spending	\$5,960,509	(5.2%) ↓	\$21,261,147	27.0% ↑	\$94,050,148	(28.3%) ↓
<b>Hotel - Individual Properties</b>						
No. of Shows	17	(5.6%) ↓	51	6.3% ↗	149	27.4% ↑
No. of Room Nights	17,689	97.8% ↑	54,041	128.7% ↑	110,672	109.1% ↑
No. of Delegates	8,104	(4.8%) ↓	32,229	29.8% ↑	136,249	30.0% ↑
Delegate Spending	\$10,716,265	183.3% ↑	\$29,738,755	110.1% ↑	\$68,800,982	61.0% ↑
<b>Monthly Totals</b>						
No. of Shows	23	0.0% =	68	7.9% ↗	235	10.3% ↑
No. of Room Nights	22,396	86.1% ↑	65,202	32.5% ↑	190,210	14.9% ↑
No. of Delegates	37,208	67.3% ↑	125,007	92.1% ↑	481,136	4.3% ↗
Delegate Spending	\$16,676,774	65.6% ↑	\$50,999,902	65.0% ↑	\$162,851,130	(6.4%) ↓

#### BOARDWALK HALL ACTIVITY

	Month ended June 2016	Variance	Last 3-months ended June 2016	Variance	Last 12-months ended June 2016	Variance
<b>Public Shows</b>						
Attendance	31,278	246.3% ↑	46,846	8.2% ↗	146,727	(41.0%) ↓
Avg. Attendance	10,426	15.4% ↑	7,808	(27.9%) ↓	8,152	(21.3%) ↓
<b>Sporting Events</b>						
Attendance	-	n/a n/a	-	n/a n/a	52,534	(46.0%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	8,756	(1.0%) ↓
<b>Total Events</b>						
Attendance	31,278	246.3% ↑	46,846	(14.9%) ↓	199,261	(42.4%) ↓
Avg. Attendance	10,426	15.4% ↑	7,808	(14.9%) ↓	8,303	(16.0%) ↓



## ATLANTIC CITY TOURISM & SALES BAREMETER

JUNE 2016 (vs. JUNE 2015)

### Key Metrics and Variances

#### TRANSPORTATION STATISTICS \*

	Month ended June 2016	Variance	Last 3-months ended June 2016	Variance	Last 12-months ended June 2016	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,709,957	1.8% ↗	4,750,933	0.1% ↗	18,846,695	1.7% ↗
<b>Buses</b>						
SJTA Day Bus Count	5,510	(8.5%) ↘	16,292	(8.9%) ↘	63,690	(14.6%) ↘
SJTA Day Bus Passengers	105,584	(14.8%) ↘	305,540	(15.0%) ↘	1,143,125	(16.1%) ↘
SJTA Overnight Bus Count	124	(16.8%) ↘	289	(14.0%) ↘	1,028	(14.0%) ↘
SJTA Overnight Bus Passengers	5,352	(8.3%) ↘	11,834	(7.1%) ↘	40,377	(13.9%) ↘
<b>Air Travel</b>						
ACY - Scheduled Service Passengers (Deplaned)	n/a	n/a	n/a	n/a	n/a	n/a
ACY - Charter Passengers (Deplaned)	n/a	n/a	n/a	n/a	n/a	n/a

#### CASINO REVENUE \*\*

	Month ended June 2016	Variance	Last 3-months ended June 2016	Variance	Last 12-months ended June 2016	Variance
Gross Gaming Revenue (\$M)	\$214.1	(1.2%) ↘	\$649.5	1.9% ↗	\$2,596.1	(0.5%) ↘
Slot Revenue (\$M)	\$142.9	(3.7%) ↘	\$434.9	(1.5%) ↘	\$1,733.3	(2.5%) ↘
Table Games & Related Revenue (\$M)	\$54.8	(3.3%) ↘	\$164.7	3.5% ↗	\$691.1	(1.2%) ↘
Internet Gross Revenue (\$M)	\$16.4	40.6% ↗	\$49.9	35.5% ↗	\$171.7	30.3% ↗

#### LEGEND:

If variance is:	More than 10%	1% to 9%	No Variance	(1%) to (9%)	More than (10%)
then Indicator Arrow is:	↗	↘	=	↘	↗

\* - South Jersey Transportation Authority (SJTA), Atlantic City International Airport (ACY); \*\* - NJ Division of Gaming Enforcement